

## Influence and Persuasion

*“Learn how to improve your ability to influence, persuade and reach agreement.”*

### Why you should attend this training course

You will learn

- Proven skills and techniques for influencing, persuading, and negotiating others.
- Increased confidence and clarity when explaining your ideas and proposals
- How to stay focused on key objectives in challenging conversations

### Key learning points include:

- A structured and proven approach to influencing others.
- Persuasion skills to better present your ideas and plans.
- Enhanced and easier conversations, presentations, and proposals.
- Advanced questioning skills and techniques, for building your case.
- Proven ways to overcome and reduce objections and push-back.
- Techniques and skills for improved negotiation and closing



### How you will benefit

The course is ideal if you are looking to refresh and extend your skills and knowledge of influence and persuasion.

### About the trainer and course format

This course will be delivered by an experienced trainer with a real expertise and knowledge in all the subject area. The course will be informal, engaging and include many practical activities.

*Live online half-day training course: £95 plus VAT per person. £195 per person for one-day classroom workshop, minimum three participants, plus travel costs.*

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### Course outline

- ✓ Two 90-minute modules live online or one day onsite workshop
- ✓ Experienced trainer with in-depth subject matter expertise.
- ✓ PDF manual for reference.



### Influence and persuasion core skills

- Setting SMART goals linked to your personal aspirations
- Identifying objectives, currencies, positions, and common ground
- How to structure your ideas and respond to objections

### Tactics to reach agreement and present your ideas well

- Use social styles to positively impact your personal influencing situations
- The difference between push and pull in your communication style
- Explain the four processes for successful influence and persuasion
- Achieving a BATNA – a range of skills and techniques you can use

### Persuading through involvement

- Higher-level questioning techniques to investigate and solve problems
- Listening to lead – active listening and structuring your conversation
- Repeating, paraphrasing, and reflecting and reframing
- Verbal and non-verbal techniques

### Learning summary

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